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Inter/Media Interactive™, New Inter/Media Company, Kicks Off With 21 Clients

7 in 1: First Company to Aggregate All 7 Key Web Services Under 1 Roof

Maximizing the ROI with Savvy Web Strategies

ENCINO, CA (January 17, 2007) – Taking its model of accountable media from TV and radio to the web is a natural for the growing Inter/Media Group of Companies, and so the company has launched Inter/Media Interactive™ with a robust group of 21 clients, all seeking to take advantage of the unit's expertise in any of seven different disciplines.

Inter/Media Interactive is the first web specialist to offer all seven under one roof--online media buying, search engine marketing, search engine optimization, affiliate marketing, email marketing, web advertising sales and web design.

Landing one of the leading innovators in the field, Todd Geller, as Senior Vice President, Inter/Media Interactive is off and running with a wide slate of clients that encompass:

- Chicago Tribune
- True Credit, a division of TransUnion that provides credit reports and credit scores to consumers
- Avery Dennison, MicroStitch, for hemming, sewing, arts & crafts
- Marinello Beauty School, 100 year old company offering cosmetology education to students in Southern California and Nevada
- The 1928 Company, manufacturer of quality jewelry based on vintage designs
- LifeAlert, monitor for seniors that allows them to press a button and send for police, fire or ambulance in case of emergency
- Video Professor, markets videos that educate people in computer applications and programs
- Splash News, online news and photo agency
- Dakim, cognitive fitness system to help maintain brain health and mental acuity in seniors.
- Dynasis Card, pre-paid credit card
- Matthew Lesko, author/expert who markets books on free government grants, small business grants and "free money"

(more)

- LaserShield, security in a box wireless monitored alarm system
- ALCiS Daily Relief Pain Cream and line of body lotions
- Baby Concerts, children's music CDs from prenatal to pre-teen
- Medgen, maker of SNORenz®, Good Night's Sleep®, PAINenz® and UnDiet®
- Celadrin by Imagenetix, Advanced Joint Health
- FSS—Work from home business opportunity
- Barry's Tickets—Full service tickets and tours specializing in worldwide sports, concerts and theatre tickets
- Diet Classics—Favorite diet formulas for less
- Performance Labs—Maker of VitaAlert, Garlic Max and Acid Free supplements and vitamins
- Bret Saberhagen Make a Difference Foundation, nonprofit foundation to benefit Juvenile Diabetes and other youth causes

“We not only provide the most comprehensive suite of services in the online advertising business, but we make ROI a mantra here,” said Geller. “Metrics rule. We are always evaluating the best ways to maximize dollars. Some of our clients use us for only one service, but increasingly others are engaging us for multiple areas because we deliver results.”

Because Inter/Media Interactive is a subsidiary with a leading advertising agency that specializes in direct response, the call to action is a common denominator. Geller knows how to drive traffic. He brings more than 14 years of online advertising experience to Inter/Media Interactive. Geller was the former president of Longview Media/Internetfuel, in charge of one of the largest online networks in the country and was instrumental in creating the third largest online advertising network in the world, serving close to 40 to 100 million impressions a day with a viewership of 35 million. He was further instrumental in creating online campaigns for nearly 350 different clients. Most recently, Geller was the media director for Reunion.com. Notably, technology has been his hallmark.

“Todd has a diversified online background including the development of technology that was behind the behavioral and contextual targeting advertising on the Internet,” says Sydney Yallen, Chairman and CEO of the Inter/Media Group of Companies.

Dynamic new technologies applied at Inter/Media Interactive include:

- The company's proprietary Search Engine Optimization Solution which incorporates key word selection and expansion, site design and architecture, content development, linking tactics, complete analysis and comprehensive reporting. **(more)**



- The Website Dashboard, which offers a variety of services including tracking where the customer goes on the site and when he or she drops off.
- Click Fraud Technology, which can check for fraudulent leads and addresses.
- Keep-A-Deal, a process that will help retailers and lead generators retain and convert users that have decided to abandon their purpose on the site.
- InstaLead Verification, which checks and corrects incorrect information submitted by leads and which Inter/Media Interactive offers at half the rate others charge.

Online media buying is another strength of the business unit. Inter/Media Interactive has a vast online network of more than a billion impressions a day that it can tap on behalf of clients. Geller notes that the company has also become proficient in the rapidly changing field of search engine marketing, creating just the right messaging on a cost-per-click basis at each of the key search engines—Google, Yahoo, MSN, etc--to drive customers back to the client's site. The team monitors the effectiveness of each key word and can make immediate changes in order to improve ROI.

The Affiliate Marketing service offered by Inter/Media Interactive is another great value to clients because advertisers only pay commission to "affiliate websites" for successful leads or sales. Inter/Media Interactive has more than 75,000 affiliates in its network. Alternately called "Performance Based Marketing," it pays affiliates for referring business to the advertiser. Inter/Media Interactive tracks Cost Per Lead and Cost Per Acquisition and creates a Hybrid model that can encompass both. The company's highly regarded affiliate tracking and management technology has fraud detection, real-time optimization, comprehensive, detailed analytics and advanced reporting.

The Web Design team can make changes, develop new sites and provide the right look and feel to a client's website to optimize traffic. Additionally, they know how to develop compelling banners, click-to-action strategies and branding messages that can be applied at a greatly reduced price to maximize ROI. To compliment the selling power of the site, Inter/Media Interactive's creative team also devises persuasive opt-in email and viral marketing campaigns to drive people to the site, sell product or increase brand awareness and allegiance. The company's email solution is all can-spam compliant and tracks "opens," "clicks" and ROI.

"Our expertise is to convert, brand and bring about a return on investment using the depth of accumulated wisdom of our staff, which is entirely in house. Our unique technology and resources will help cost effectively grow the business of Inter/Media Interactive's clients," said Geller.

For further information on Inter/Media Interactive and its services, call Todd Geller at (800) TIME-BUYING or email him at todd@intermedia-advertising.com.

About Inter/Media Group of Companies

Inter/Media Advertising is a fully horizontal integrated \$350-million advertising agency and media organization that uniquely blends direct response advertising with general market techniques.



Founded in 1974 and recognized as a major force in the direct response advertising industry, Inter/Media also specializes in retail brand building and advertising support. Inter/Media's proprietary and precedent-setting lead/sales tracking system AccuTrack® provides clients with statistical data on the specific origin of each customer response, enabling clients to maximize the value of vanity phone numbers. The company is comprised of seven business units--Inter/Media Advertising® (strategy, planning and research), Inter/Media Time Buying Corp® (offline media execution), Inter/Media Interactive (online planning, buying and creative), Mediapoint Network® (Performance-based advertising), Inter/Image Productions®, Inter/Post Productions® Editorial, and InterQuantum, LLC (retail brokering, marketing consulting)--which operate interactively to service client needs. For more information, go to <http://www.Intermedia-Advertising.com>.

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